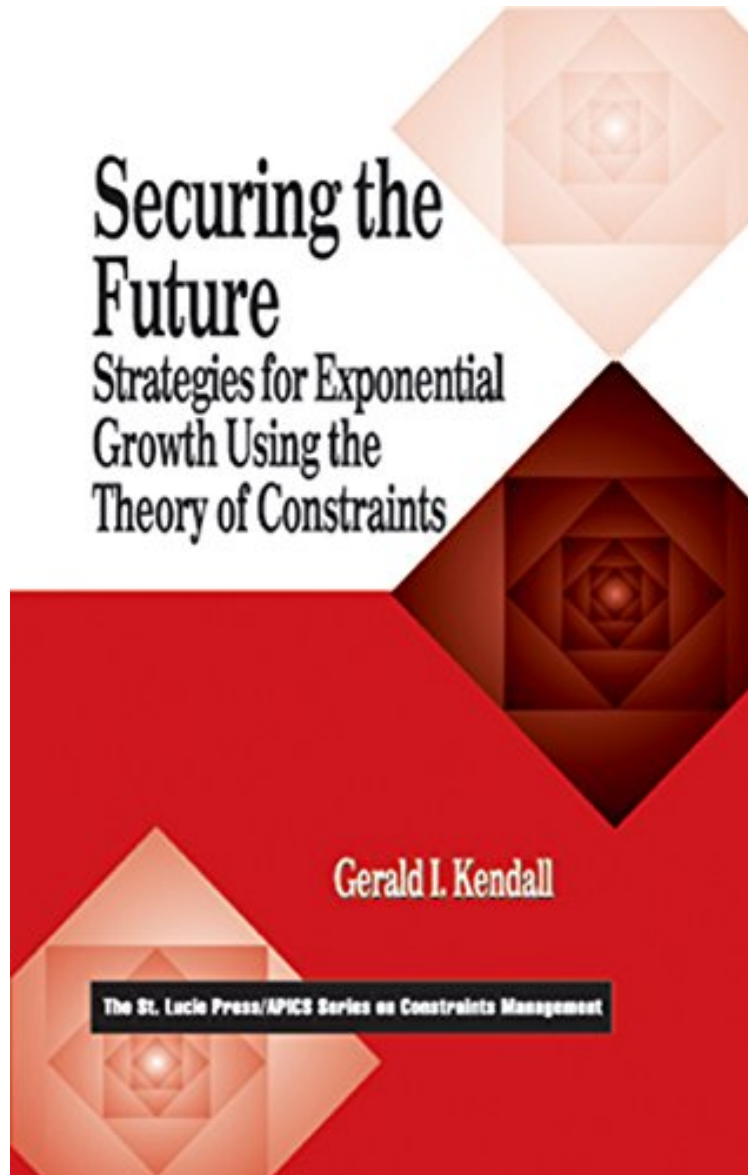


(Library ebook) Securing the Future: Strategies for Exponential Growth Using the Theory of Constraints  
(The CRC Press Series on Constraints Management)

## Securing the Future: Strategies for Exponential Growth Using the Theory of Constraints (The CRC Press Series on Constraints Management)

*Gerald I. Kendall*

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**Gerald I. Kendall : Securing the Future: Strategies for Exponential Growth Using the Theory of Constraints (The CRC Press Series on Constraints Management)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Securing the Future: Strategies for Exponential Growth Using the Theory of

Constraints (The CRC Press Series on Constraints Management):

0 of 0 people found the following review helpful. Five Stars  
By Colorado Exactly what I was expecting  
0 of 1 people found the following review helpful. Securing the Future  
By gacleader 1 It is rare to find a book with so much valuable information and so well written, that also loses my attention as abruptly as Securing the Future. Gerald Kendal does an excellent job of explaining T.O.C. and comparing other improvement initiatives, as well as providing very useful examples of the various trees and diagrams used during the process of analyzing an organization. The clarity of the examples is among the best I have seen. Unfortunately, about a third of the way through the book, examples he provided of methods to solve certain customer service issues seemed so absurd to me, it was very difficult to take any of the remaining material with any seriousness. My first negative reaction came when the author suggested that companies hire a full time person to turn customer dissatisfaction into profit, paying that person 25% of any increased profits. While this sounds like a grand idea on the surface, measuring such improvements for the purpose of compensation could lead to multiple problems and conflicts. I still kept an open mind however, until his suggestion that all telephone answering systems with prompts have an option to press one for complaints about the phone system, and that the phone then ring directly to the office of the CEO. Later, when he suggested making it policy to give away any item for free to a customer if it was not marked correctly, the book lost all credibility for me. I will keep the book on my shelf, as it does have excellent examples for constructing various logic trees, but personally, that is the only value it will have for me.  
14 of 16 people found the following review helpful. Excellent guide to eliminating market constraints  
By Michael Clingan I am a Jonah's Jonah focused on eliminating market (external) constraints in a variety of industries. I found this book while taking the External Constraint Course at the Goldratt Institute. While the Eli Goldratt book "Its Not Luck" was inspirational and the Institute class was excellent, "Securing the Future" is what I refer to day by day.

Today's managers encounter tremendous resistance in getting others to buy-in to change. The ongoing rounds of downsizing and upheaval have taken their toll, leaving a legacy of skepticism. Therefore, managers must not only have ideas, but must be experts at "selling" the correct answers, information, and measurements to address issues of change. Securing the Future uses the Theory of Constraints, a breakthrough improvement methodology, to provide solutions to today's management problems. It documents the step-by-step approach to achieving a strategic vision of long-term competitive advantage, employment security, and customer satisfaction. Using a combination of parable, methodology, and case studies, this book presents an in-depth management road map to exponential improvement in any organization. If you are looking for concrete ideas on how to build the intellectual capital your organization will need in order to thrive in years to come, Securing the Future will show you the way.

Securing the Future is a thought provoking, yet practical approach to moving your business or you forward. The insights Gerry provides in case studies show how the thinking process works effectively in a variety of situations to produce breakthrough results. A great book for anyone going through organizational change to read, and aren't we all? -  
Kim Allen, Scarborough Public Utilities